



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

Chao Strategy Message & Media

1322 G Street, SE  
Washington, DC 20003

Attn: Kissell

# Contract # 336370

## Schedule Dates

10/11/12-10/17/12

## Advertiser

Larry Kissell for Congress (9216)

## Agency

Chao Strategy Message & Media (5389)

## Product

Political - Federal Candidate (1067)

## Brand

1754 CONGRESS (139389)

## Salesperson

Telerep/Philadelphia, Philadelphia (1057)

## Sales Office

Telerep/Philadelphia

## Buyer Name

CERTIO, MICHELE

## Phone/Fax

/

## CPE

259/271/1754

## Account Types

National/Political

## Billing Type

Standard

## Comments

KISSELL FOR CONGRESS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

## Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Oct. 2012	33	\$31,575.00
<b>Grand Total:</b>	<b>33</b>	<b>\$31,575.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/12/12-10/12/12	4	:30	11P- 11:35P (EST)	1					1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYE/IT NWS 11	10/10/12
2.0	Normal Line / Spot	10/12/12-10/12/12	4	:30	11:35P- 12A (EST)	1					1			1	\$700.00	\$700.00	Charlotte (WSOC)	ABC-MITELINE	10/10/12
3.0	Normal Line / Spot	10/12/12-10/12/12	4	:30	10:58A- 12P (EST)	1					1			1	\$675.00	\$675.00	Charlotte (WSOC)	REVISED RATE, VIEW-ABC	10/10/12
4.0	Normal Line / Spot	10/12/12-10/12/12	5	:30	6P- 6:30P (EST)	1					1			1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	EYE/IT NWS 6	10/10/12
5.0	Normal Line / Spot	10/12/12-10/12/12	4	:30	6:58P- 7:30P (EST)	1					1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	INSIDE EDITION	10/10/12
6.0	Normal Line / Spot	10/12/12-10/12/12	4	:30	7A- 8A (EST)	1					1			1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GD MRN AMR-ABC	10/10/12
7.0	Normal Line / Spot	10/15/12-10/15/12	5	:30	10P- 11P (EST)	1								1	\$4,500.00	\$4,500.00	Charlotte (WSOC)	AVG. ALL NWS	10/10/12
8.0	Normal Line / Spot	10/15/12-10/15/12	4	:30	10:58A- 12P (EST)	1								1	\$675.00	\$675.00	Charlotte (WSOC)	REVISED RATE, VIEW-ABC	10/10/12
9.0	Normal Line / Spot	10/15/12-10/15/12	4	:30	5P- 5:30P (EST)	1								1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	REVISED RATE, EYE/IT NWS S	10/10/12
10.0	Normal Line / Spot	10/15/12-10/15/12	5	:30	6A- 7A (EST)	1								1	\$850.00	\$850.00	Charlotte (WSOC)	UPDATED 9/28, EYE NWS DAYBRK	10/10/12
11.0	Normal Line / Spot	10/15/12-10/15/12	4	:30	6:58P- 7:30P (EST)	1								1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	INSIDE EDITION	10/10/12
12.0	Normal Line / Spot	10/15/12-10/15/12	5	:30	8A- 9A (EST)	1								1	\$725.00	\$725.00	Charlotte (WSOC)	GD MRN AMR-ABC	10/10/12
13.0	Normal Line / Spot	10/13/12-10/13/12	5	:30	6A- 7A (EST)	1						1		1	\$300.00	\$300.00	Charlotte (WSOC)	EYE NW SA MRN1	10/10/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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# Contract # 336370

**Schedule Dates** 10/11/12-10/17/12  
**Advertiser** Larry Kissell for Congress (9216)  
**Agency** Chao Strategy Message & Media (5389)  
**Product** Political - Federal Candidate (1067)  
**Brand** 1754 CONGRESS (139389)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** CERIO, MICHELE  
**Phone/Fax** /

**Date Entered** 10/10/12  
**Last Modified** 10/16/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06368148  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$4,736.25  
**Net Total** \$26,838.75  
**Sales Tax**

**Charlotte (WSOC)**  
**By Broadcast Month**  
Oct. 2012  
Grand Total:  
**Spots** 33  
**Rate** \$31,575.00  
33 \$31,575.00

**Billing Type** Standard  
**Comments** KISSELL FOR CONGRESS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / Spot	10/13/12-10/13/12	5	:30	7A- 8A (EST)							1		1	\$325.00	\$325.00	Charlotte (WSOC)	EYE NW SA MRN2	10/10/12
15.0	Normal Line / Spot	10/13/12-10/13/12	5	:30	8A- 9A (EST)							1		1	\$475.00	\$475.00	Charlotte (WSOC)	GD MRN-SAT-ABC	10/10/12
16.0	Normal Line / Spot	10/14/12-10/14/12	5	:30	7A- 8A (EST)								1	1	\$300.00	\$300.00	Charlotte (WSOC)	EYE NW SU MRN2	10/10/12
17.0	Normal Line / Spot	10/11/12-10/11/12	4	:30	11P- 11:35P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWTT NWS 11	10/10/12
18.0	Normal Line / Spot	10/11/12-10/11/12	4	:30	5P- 5:30P (EST)				1					1	\$850.00	\$850.00	Charlotte (WSOC)	EYEWTT NWS 5	10/10/12
19.0	Normal Line / Spot	10/11/12-10/11/12	5	:30	6P- 6:30P (EST)				1					1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	EYEWTT NWS 6	10/10/12
20.0	Normal Line / Spot	10/11/12-10/11/12	5	:30	6A- 7A (EST)				1					1	\$850.00	\$850.00	Charlotte (WSOC)	UPDATED 9/28, EYE NWS DAYBRK	10/10/12
21.0	Normal Line / Spot	10/11/12-10/11/12	5	:30	8A- 9A (EST)				1					1	\$725.00	\$725.00	Charlotte (WSOC)	GD MRN AMR-ABC	10/10/12
22.0	Normal Line / Spot	10/16/12-10/16/12	4	:30	5P- 5:30P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	REVISED RATE, EYEWTT NWS 5	10/10/12
23.0	Normal Line / Spot	10/16/12-10/16/12	4	:30	7A- 8A (EST)			1						1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	REVISED RATE, GD MRN AMR-ABC	10/10/12
24.0	Normal Line / Spot	10/16/12-10/16/12	5	:30	8A- 9A (EST)			1						1	\$725.00	\$725.00	Charlotte (WSOC)	GD MRN AMR-ABC	10/10/12
25.0	Normal Line / Spot	10/17/12-10/17/12	4	:30	11P- 11:35P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWTT NWS 11	10/10/12

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Product	Political - Federal Candidate (1067)	CO-OP	No
Brand	1754 CONGRESS (139389)	Headline #	06368148
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	Normal
Sales Office	Telerep/Philadelphia	Order Type	Package Deal
Buyer Name	CERTO, MICHELE	Commission %	15.00
Phone/Fax	/	Commission	\$4,736.25
CPE	259/271/1754	Net Total	\$26,838.75
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26.0	Normal Line / Spot	10/17/12-10/17/12	4	:30	10:58A- 12P (EST)				1					1	\$675.00	\$675.00	Charlotte (WSOC)	VIEW ABC	10/10/12
27.0	Normal Line / Spot	10/17/12-10/17/12	4	:30	6P- 6:30P (EST)				1					1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	REVISED RATE, EYEWIT NWS 6	10/10/12
28.0	Normal Line / Spot	10/17/12-10/17/12	5	:30	6A- 7A (EST)				1					1	\$850.00	\$850.00	Charlotte (WSOC)	UPDATED 9/28, EYE NWS DAYBRK	10/10/12
29.0	Normal Line / Spot	10/17/12-10/17/12	4	:30	6:58P- 7:30P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	INSIDE EDITION	10/10/12
30.0	Normal Line / Spot	10/17/12-10/17/12	5	:30	7A- 8A (EST)				1						\$775.00		Charlotte (WSOC)	GD MRY AMR-ABC	10/10/12
30.0.1	Closed Preempt	10/17/12															Charlotte (WSOC)	No Avail/Exception -	
31.0	Normal Line / Spot	10/15/12-10/15/12	4	:30	11P- 11:35P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWIT NWS 11	10/10/12
32.0	M/G For 33.0.1 / Spot	10/17/12-10/17/12	5	:30	5A- 5:30A (EST)				1					1	\$425.00	\$425.00	Charlotte (WSOC)		10/16/12
33.0	M/G For 33.0.1 / Spot	10/17/12-10/17/12	5	:30	12:05A- 1A (EST)				2					2	\$150.00	\$300.00	Charlotte (WSOC)		10/16/12

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Date:

Accepted-Station:

Date:

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